

5 ways to boost customer engagement



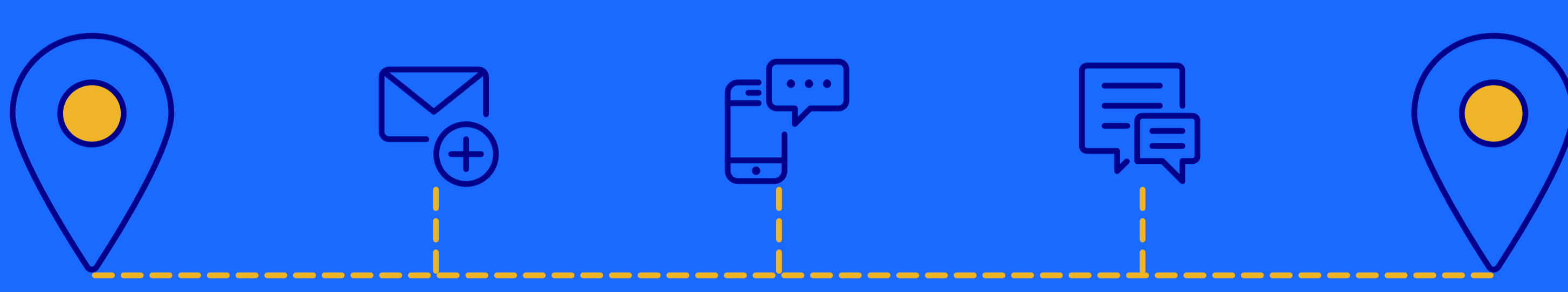
Engaging customer communications strengthen relationships and fuel sales.



84% of people in the US say they expect companies to send them reminders

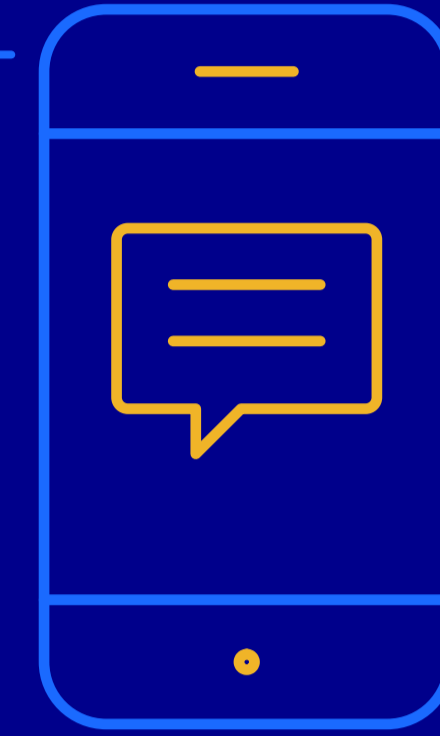
90% say they are more likely to do business with companies that do¹

Send mission-critical messages to customers—from bank alerts and product recalls to appointment reminders, shipping status notifications, and multi-factor authentications—the possibilities are endless.



1 SMS notifications

A complement to email marketing, for transactional messaging or to start two-way conversations.



70-160 The typical character length of a SMS message²

50% of US adults check their mobile phone within 5 minutes of waking up²

3 most appreciated business message types: according to US consumers²



Appointment reminders



Booking confirmations, changes, or cancellations



Shipping/delivery updates

2 Email notifications

The king of customer communications.



54% of businesses named email a top revenue driver³

36% of businesses want to boost email engagement over the next 12 months³

The global email marketing market was valued at **\$7.5 billion in 2020** and is projected to increase to **\$17.9 billion by 2027**⁴



3 WhatsApp notifications

WhatsApp is the most popular mobile messaging app in the world.



2.78 billion users, and growing⁵

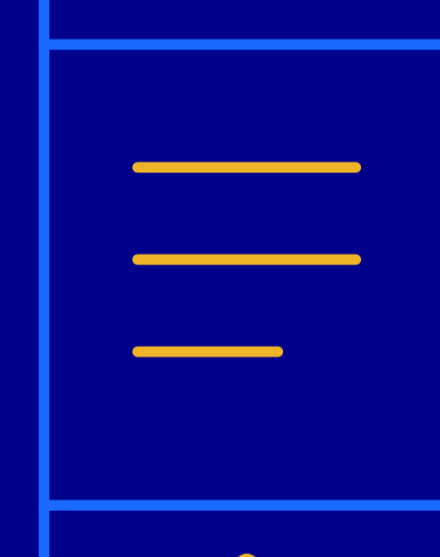
100 billion messages sent, and growing⁵

WhatsApp supports rich media while offering a secure messaging experience.



4 Push notifications

Brief, timely, one-way messages that come from a mobile app. Shorter is better!



Message length vs. clickthrough rate⁶

8.8%

10 or fewer words

4.9%

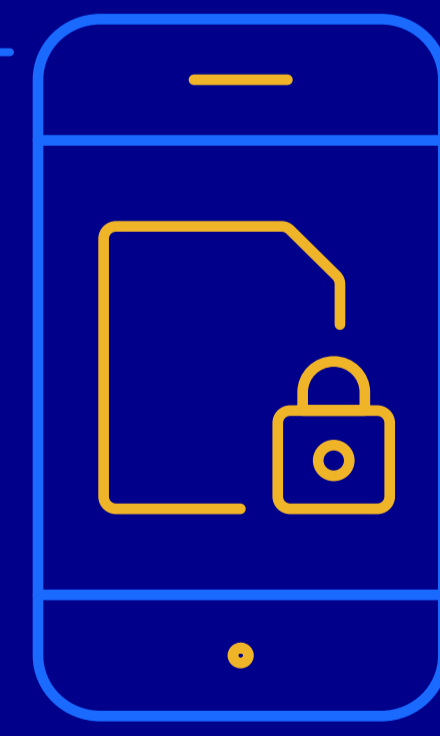
11-20 words

3.2%

21+ words

5 Rich communication services (RCS)

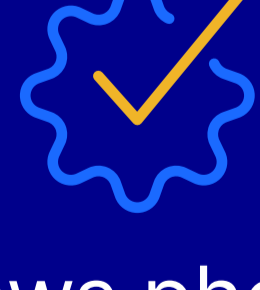
Rich communication services (RCS) provides a robust and secure messaging experience through native messaging apps on Android devices.



900 million global addressable users



Allows video



Allows photos



Allows logos

OpenText™ Core Messagings improves customer engagement across the most popular messaging channels through a single cloud-based platform. Analytics allow tracking metrics and measuring ROI, while an integration with **OpenText™ Communications** adds assured delivery.

Deliver mission-critical messages with OpenText Core Messaging.

[Learn more](#)

¹ Wakefield Research.

² January 2020. Zipwhip State of Texting.

³ OpenText and IDG survey 2021

⁴ Statista, 2023

⁵ Statista, June 2023.

⁶ Uplands software, 2023.